

Improving outcomes for all

Expertly delivered, tailored to you

Leading expertise in quality improvement and clinical audit

We provide strategic quality improvement support to embed whole-system approaches.

- Capability-building through tailored strategy, training and coaching to grow improvement thinking, skills, leadership and culture
- Expert support to apply clinical audit methods for benchmarking and embedding evidence-based standards of care
- Guidance on using clinical audit data to inform population-based commissioning and integrated care strategies

Use the QR code to read:
How the National Clinical Audit and Patient Outcomes Programme supports national priorities

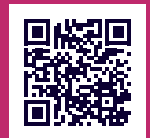


Improving value by partnering with patients

We support meaningful patient involvement to drive equitable, high-value care.

- Designing and delivering inclusive engagement to reach underserved communities experiencing health inequalities
- Thoughtful and structured analysis of patient views to generate actionable insights
- Building your capability to embed the patient voice in improvement and procurement strategies

Read the case study:
Listening to marginalised voices in maternity to inform a national maternity PREM



Delivering value-based procurement

We help align procurement strategies with quality, value and patient outcomes.

- Stakeholder, patient and supplier engagement to shape procurement approaches
- Expert consultancy and bespoke training to embed quality, value and patient voice
- Flexible support from needs definition through to contract award

Read the blog:
Delivering value by embedding the patient voice in procurement



Contact us for a free, no obligation conversation:

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Charity Number: 1127049

Quality Management Systems in action

As an independent not-for-profit, HQIP is dedicated to improving healthcare for all. Trusted by the NHS, we support national bodies, commissioners and providers to drive lasting, sustainable impact.

Our team and network

HQIP and our partners bring extensive expertise in clinical improvement across acute, primary, social care and the third sector. Our strong network means we can craft a unique team for each challenge.

Our approach

We work flexibly, helping organisations build on existing strengths through support that is context-specific, outcome-focused, and committed to sustainable improvement, not profit. We take a whole-system view of quality, integrating leadership, strategy, clinical practice and learning into a living system.

Consolidating key QMS models reveals five key principles that underpin lasting quality improvement:

1. Leadership and quality culture

Leadership sets the context for quality. Inclusive, clinically grounded leadership embeds quality into structures, behaviours, and decisions, while enabling psychological safety, distributed leadership, and staff empowerment^{1,2,3}. Leaders must demonstrate strategic ambidexterity: balancing short-term operational pressures with long-term stewardship, through overt and transparent trade-offs. Culture is both led and lived.

2. Integrated quality strategy

Quality and value must act as core organising principles across operational, financial, governance, and performance systems – bringing clarity, coherence, and alignment. A mature quality system connects strategic priorities to frontline delivery through structured deployment methods, risk-based prioritisation, and feedback loops that keep governance responsive to local learning.

Quality improvement must be embedded within a coherent management system that aligns planning, assurance, and operational control. When understood not as a standalone project but as a unifying principle across all functions, it becomes the guiding logic through which high-value healthcare is consistently delivered and sustained^{1,4}.

3. Person-centred and equitable care

There is no quality without equity. Care, improvement, and system strategies should be co-designed with patients, carers, and communities, and assessed through an equity lens^{1,2,4}. Proactive engagement with less-heard and underserved groups is essential to improving health outcomes and tackling structural inequalities. Equity must be embedded in both data and decision-making.

1. NHS IMPACT; 2. IHI Whole System Quality; 3. NHS Wales QMS; 4. Healthcare Improvement Scotland; 5. NHS England Operational Efficiency Programme



4. Clinical and operational excellence

Excellence is grounded in the reliable delivery of evidence-based care, designed for safety, timeliness, and value. Standardisation is applied judiciously, not shied away from – standardise where appropriate, customise where needed. Human factors, proactive risk management, and lean principles support effective, patient-centred workflows and real-time decision-making. Teams must be supported to lead local process improvement.

5. Continuous learning and system intelligence

Learning must be embedded in the daily rhythms of clinical and operational practice. Mature systems leverage real-time data, feedback, and reflection to drive and sustain improvement. This includes structured quality control, rapid-cycle testing, and wider learning across teams, pathways, and organisations⁵. Improvement becomes continuous when learning becomes routine.

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